

## CLAIMS

### WE CLAIM:

1. A method for generating content, said method comprising:

- preauthorizing a Content Provider;
- providing said Content Provider with access to a Content Type Template

through a first client side interface;

- using said first client side interface to provide said content as an Article;
- preauthorizing a first Content Editor;
- providing said first Content Editor with access to said Article through a second

client side interface; and,

- using said second client side interface to review said article.

2. A method as in Claim 1 further comprising the step of publishing said Article.

3. A method as in Claim 1 further comprising the step of disseminating said Article.

4. A method as in Claim 1 whereby said Content Type Template is chosen from the group comprising: Website Document Template, Email Template, Alert Template, and Branded Content Template.

5. A method as in Claim 1 further comprising the steps of:

- preauthorizing a second Content Editor;
- providing said second Content Editor with access to said Article through a third

client side interface; and,

- using said third client side interface to review said article.

6. A method as in Claim 5 further comprising the steps of:

- preauthorizing a third Content Editor;

- providing said third Content Editor with access to said Article through a fourth client side interface; and,

- using said forth client side interface to review said article.

7. A method as in any of claims 1, 5 or 6 further comprising the step of:

- requesting information from an External User regarding said Article.

8. An apparatus for generating content, said apparatus comprising:

- a first client side interface for use by a preauthorized Content Provider;

- a second client side interface for use by a preauthorized first Content Editor;

- whereby said first client side interface further comprises a Content Type

Template used to provide said content as an Article; and whereby said second client side interface is used to review said article by said first Content Editor.

9. An apparatus as in Claim 1 further comprising means for publishing said Article.

10. An apparatus as in Claim 1 further comprising means for disseminating said Article.

11. An apparatus as in Claim 1 wherein Content Type Template further comprises a Website Document Template, a Email Template, a Alert Template, and a Branded Content Template.

12. An apparatus as in Claim 1 further comprising:

- a third client side interface for use by a preauthorized second Content Editor;

whereby said whereby said third client side interface is used to review said article by said second Content Editor.

13. An apparatus as in Claim 1 further comprising:

- a fourth client side interface for use by a preauthorized third Content Editor;

whereby said whereby said fourth client side interface is used to review said article by said third Content Editor.

14. An apparatus as in any of claims 8, 12 or 13 further comprising means for requesting information from an External User regarding said Article.

15. An interface produced by any of the methods of claims 1 through 7.